

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY TEHRAN PRIORITY

INFO AMEMBASSY ALGIERS PRIORITY

AMEMBASSY AMMAN PRIORITY

AMEMBASSY CAIRO PRIORITY

AMEMBASSY DAMASCUS PRIORITY

AMEMBASSY MUSCAT PRIORITY

AMEMBASSY DOHA PRIORITY

AMEMBASSY JIDDA PRIORITY

AMEMBASSY KUWAIT PRIORITY

AMEMBASSY MANAMA PRIORITY

AMEMBASSY RABAT PRIORITY

AMEMBASSY TEL AVIV PRIORITY

AMEMBASSY TRIPOLI PRIORITY

AMEMBASSY TUNIS PRIORITY

USINT BAGHDAD PRIORITY

AMEMBASSY ABU DHABI PRIORITY

UNCLAS STATE 297293

EO11652: NA

TAGS: BE"P, XF, XI

SUBJECT: PROPOSED GULF AND WESTERN INDUSTRIES IOGA

TRADE MISSION

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REF: 10 FAM 973

1. GULF AND WESTERN INDUSTRIES PROPOSES TO MOUNT AN IOGA TRADE MISSION TO TEHRAN, MARCH 13-15, 1977.

2. USDOC WAS INFORMED THAT JOSEPH MANDATO, MGR., INT'L MKT. DEVELOPMENT, GULF AND WESTERN MFG. CO., N.Y.C. IN IRAN FROM NOV. 19-DECEMBER 1, 1976 TO GAIN FIRST HAND KNOWLEDGE OF THE COUNTRY, ITS BUSINESS PRACTICES, AND TO IDENTIFY MARKET OPPORTUNITIES FOR THE PRODUCTS OF THE COMPANIES GULF WHICH COMPRIZE INDUSTRY AND WESTERN INDUSTRIES.

3. THE MANUFACTURING GROUP, ONE OF NINE OPERATING GROUPS WHICH COMPRIZE GULF AND WESTERN INDUSTRIES, INC., IS THE PROCUREMENT TARGET FOR THE MISSION. THIS GROUP (IDENTIFIED AS FOLLOWS) IS MADE UP OF A NUMBER OF OPERATING UNITS; ENGAGED IN THE MANUFACTURE AND MARKETING OF A BROAD LINE OF PRODUCTS. A. GENERAL INDUSTRIAL GROUP: E. W. BLISS; MACINTOSH- E; P ILL; WINDSOR SUPER, LTD; MICHIGAN PLATING

AND STAMPING; FCM; PENN. MALLEABLE IRON. PRINCIPAL PRODUCTS: PRIMARY METALS EQ; METALWORKING PRESSES; CANMAKING EQ; AUTOMOTIVE PARTS AND COMPONENTS; MOLDED AND DECORATED PLASTICS; IRON AND STEEL CASTINGS. B. ENERGY PRODUCTS GROUP: TAYLOR FORGE; BONNEY FORGE; FORGED PRODUCTS; ALLOY FLANGE; TAYLOR FORGE; TAYLOR BONNEY LTD; LENOPE FORGE. PRINCIPAL PRODUCTS: PIPELINE; REFINERY AND CHEMICAL CONSTRUCTION; POWER GENERATION; MARINE CONSTRUCTION; OIL AND GAS DRILLING AND PRODUCTION. C. BOHN GROUP: BOHN METALS; OHIO, EAST TRANSFER; YOUNG SEATING; OTTAWA; FLEX-O-LATOR; NORTHERN STAMPING; OINGHAM STAMPING. PRINCIPAL PRODUCTS: AUTOMOTIVE AND HEAVY DUTY ALUMINUM PISTONS; ENGINE SLEEVE BEARINGS; CAST HOUSINGS; AIR CONDITIONING TUBING; AUTOMOTIVE ASSEMBLY PARTS AND ACCESSORIES; HEAT TRANSFER PRODUCTS (GROUP MAJOR SUPPLIER OF COMPONENTS AND EQUIPMENT FOR THE AIR CONDITIONING AND REFRIGERATION INDUSTRY); DOMESTIC APPLIANCES AND BUSINESS MACHINES; ALUMINUM CONSTRUCTION AND BUILDING PRODUCTS. D. SYSTEMS GROUP: COLYER INSULATED WIRE; EAGLE SIGNAL; ELCO; GENERAL PRODUCTS; UNCLASSIFIED

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GUARANTEED PARTS; MORSE CUTTING TOOLS; NORTH AND JUDD. PRINCIPAL PRODUCTS: AUTOMOTIVE (SE; VES NEW VE ICLE MFRS. W/CUSTOM ENGINEERED PRODUCTS, PROVIDES REPLACEMENT PARTS AND SERVICE EQUIPMENT) AND AVIATION (AIRLINE FOOD AND BEVERAGE SERVING CARTS, AIRFRAME STRUCTURAL COMPONENTS AND PILOT SURVIVAL KITS). PUBLIC SAFETY SYSTEMS FOR MUNICIPAL HIGHWAY, INDUSTRIAL AND COMMERCIAL APPLICATIONS; MACHINE TOOLS (CUTTING TOOLS; DESIGN AND CONSTRUCTION OF SPECIAL-

IZED TOOLING, MOLDS AND DIES FOR VARIOUS INDUSTRIAL APPLICATIONS; ELECTRICAL/ELECTRONIC PRODUCTS; CONSUMER GOODS (MARINE HARDWARE AND ACCESSORIES FOR POWERBOAT AND SAILBOAT MARKETS; DO-IT-YOURSELF AIDS, AUTOMOTIVE ACCESSORIES, PLASTICS PRODUCTS, APPAREL HARDWARE AND A DIVERSIFIED LINE OF GENERAL HARDWARE.

4. FROM THESE VARIOUS GROUPS IT IS ANTICIPATED THAT SIX TO EIGHT MEMBERS WOULD BE SELECTED. MOST UNITS ARE SMALL AND WOULD BE NEW-TO-MARKET.

5. MISSION DATES PROPOSED FOR IRAN--MARCH 13,14,15. INFO POSTS ARE ENCOURAGED TO COMMENT RE INTEREST IN POSSIBILITY OF HOSTING MISSION AND IDENTIFYING PRODUCTLINES WHICH MIGHT REPRESENT BEST MARKETING OPPORTUNITIES IN THEIR RESPECTIVE AREAS.

6. FOR TEHRAN: REQUEST POST CONFIRM SUPPORT FOR MISSION DURING DATES PROPOSED; ADVISE AVAILABILITY OF TRADE CENTER

AS MISSION HEADQUARTERS, AND COMMENT BRIEFLY OF MARKET FOR MOST PROMISING PRODUCT CATEGOREIS MENTIONED ABOVE. ROBINSON

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